Instructional Design Central (IDC)

Advertising and Marketing Partnerships

Media Campaign

Instructional Design Central (IDC) offers the following advertising opportunities to deliver targeted messages and meaningful content to our customers. The messages are written by you, the client, and approved and posted by Instructional Design Central (IDC) according to company and social media standards. All inquiries should be sent to ads@instructionaldesigcentral.com

One-time message/post push to each of the following channels:

CHANNELS	Potential Reach
LinkedIn Group Post	26,000+ Members
LinkedIn Page Post	16,000+ Members
Newsletter Email	15,000+ Subscribers
Facebook Page Post	3,900+ Followers
Instagram Post	3,300+ Followers
Twitter Post	1,600+ Followers

COST: $125

Web Ads

Instructional Design Central (IDC) offers the following ad real-estate options on our website. The text and image content is written by you, the client, and approved and posted by Instructional Design Central (IDC) according to company and website standards. The ad space is billed monthly and cancelled at any time. All inquiries should be sent to ads@instructionaldesigncentral.com.

Package A—One ad placed on **one** of the following pages:

PAGE	Page Views/Year	Ad Size/Format
What is Instructional Design? https://www.instructionaldesigncentral.com/whatisinstructionaldesign	40,000+	800 x 260 (.jpg, .gif, or .png)
Instructional Design Models https://www.instructionaldesigncentral.com/instructionaldesignmodels	35,000+	800 x 260 (.jpg, .gif, or .png)
Learning Theory https://www.instructionaldesigncentral.com/learning-theory	18,000+	800 x 260 (.jpg, .gif, or .png)
Instructional Design Templates https://www.instructionaldesigncentral.com/instructionaldesigntemplates	13,000+	800 x 260 (.jpg, .gif, or .png)

COST: $35/month

Package B (PREMIUM)—One ad place on **one** of the following pages:

PAGE	Page Views/Month	Ad Size/Format
Instructional Design Degree https://www.instructionaldesigncentral.com/instructionaldesignconferences	7,600	360 x 360 (.jpg, .gif, or .png)
Instructional Design History https://www.instructionaldesigncentral.com/instructional-design-history	7,100+	800 x 260 (.jpg, .gif, or .png)
Instructional Design Jobs https://www.instructionaldesigncentral.com/instructionaldesignjobs	7,000+	360 x 360 (.jpg, .gif, or .png)
Needs Analysis https://www.instructionaldesigncentral.com/needs-analysis	5,500+	800 x 260 (.jpg, .gif, or .png)
Instructional Design Conferences https://www.instructionaldesigncentral.com/instructionaldesignconferences	5,000+	360 x 360 (.jpg, .gif, or .png)

COST: $25/month

Package C—One ad placed on **two** of *any other pages* on instructionaldesigncentral.com

COST: $25/month